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Shay et al.

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[54] ALKALI SOLUBLE LATEX THICKENERS

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[57] ABSTRACT

Alkali soluble thickeners are disclosed which are aqueous emulsion copolymers of:

(A) about 20–70 weight percent of an alpha, beta-mono-

ethylenically unsaturated carboxylic acid, typically methacrylic acid;

(B) about 20–80 weight percent of a monoethylenically unsaturated monomer lacking surfactant capacity, typically ethyl acrylate;

(C) about 0.5–60 weight percent of a nonionic urethane monomer which is the urethane reaction product of a monohydric nonionic surfactant with a monoethylenically unsaturated monoisocyanate, preferably one lacking ester groups like alpha, alpha-dimethyl-m-isopropenyl benzyl isocyanate; and

(D) from 0 up to about 2 weight percent of a polyethylenically unsaturated monomer. These emulsion copolymers are solubilized in water with the aid of an alkali, like ammonium hydroxide. When the copolymers are added to latex paints and neutralized, the viscosity of the paint is increased, brush drag is increased, and the paint rheology is otherwise improved.

13 Claims, No Drawings